

We claim:

1 1. A method of tracking consumer activity on a decentralized digital
2 network comprising plural disparately located nodes each providing an
3 associated interface, the method comprising:

4 (a) embedding distinctive foreign objects within interfaces provided
5 by the plural network nodes;

(b) challenging a consumer to locate said embedded distinctive
foreign objects by visiting the plural network node interfaces with a
browsing device coupled to the network;

9 (c) tracking visitation by the consumer of said embedded objects via
10 digital messaging exchanged over the digital network;

11 (d) recording information developed by said tracking step in a
12 consumer profile database; and

(e) requesting compensation from the plural network nodes for each
said visitation by the consumer.

1 2. The method of claim 1 further including registering the consumer
2 over the digital network by requesting demographic information from the
3 consumer for insertion into the database.

1 3. The method of claim 1 further including posting links to said plural
2 network nodes on a marketing solutions provider website, and leading the
3 consumer to the plural network nodes by encouraging the consumer to
4 exercise the links.

1 4. The method of claim 1 wherein the tracking step includes
2 transmitting a message from the plural network nodes to said database in
3 response to indication that the consumer has located the embedded objects.

[illegible]

6 a message receiver coupled to the network, said message receiver
7 receiving messages over the network from any of the plural nodes indicating
8 that the consumer has visited the node and located a distinctive foreign
9 object hidden therein;

10 a database coupled to the message receiver, the database tracking
11 which of the hidden objects the consumer has located; and
12 a reward arrangement that rewards the consumer based on the
13 database contents

1 12. The system of claim 1 further including a registration
2 arrangement coupled to the network the registration arrangement registering
3 the consumer over the digital network by requesting demographic
4 information from the consumer and inserting the requested information into
5 the database.

1 13. The system of claim 1 further including a marketing solutions
2 provider website coupled to the network, the website posting links to said
3 plural network nodes that lead the consumer to the plural network nodes.

1 14. The system of claim 1 wherein the message receiver receives
2 messages from the plural network nodes in response to indication that the
3 consumer has located the embedded objects.

1 15. The system of claim 1 wherein the message receiver receives
2 messages indicating whether the consumer selects the embedded objects at
3 the plural nodes, to thereby indicate that the consumer has found the
4 embedded objects.

1 16. The system of claim 1 wherein the embedded foreign objects
2 provide a designation of origin.

1 17. The system of claim 1 further including a data transmitter that
2 transmits information from the consumer profile database to a selected
3 network node visited by the consumer.

1 18. The system of claim 17 wherein the data transmitter causes the
2 transmitted information to be into a form to thereby assist the consumer in
3 conducting a transaction with the selected network node.

1 19. The system of claim 17 including wherein the data transmitter is
2 capable of conditioning the data transmission on authorization by the
3 consumer.

1 20. A method of facilitating transactions over a decentralized digital
2 network via at least one consumer's browsing appliance, the method
3 comprising:

4 (a) acquiring information identifying a consumer;

5 (b) storing the acquired information in a database at a first network
6 node;

7 (c) receiving, at the first node, a message indicating that the consumer
8 wishes to conduct a transaction at a second node; and

9 (d) transmitting at least some of the stored information from the first
10 node to the second node.

1 21. The method of claim 20 wherein the transmitting step is
2 conditioned on the consumer's consent.

1 22. The method of claim 20 wherein the transmitting step includes:
2 transmitting the information to the consumer's browsing appliance;
3 and

4 conditioning further transmission of the information to the second
5 node on consumer action at the browsing appliance.

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